

Called Bob, March 15, 1954

told him we had sent report in Dec or Jan. He will check
and let us know - say

C.R.C

**COLLEGE RADIO
CORPORATION**

545 MADISON AVENUE • NEW YORK 17, N. Y. • Telephone: Murray Hill 7-6865
14 West 45th Street

Boxed 7-0840

March 9th, 1954

Miss Janet White, Manager
Radio Station WCSR
Smith College
Northampton, Massachusetts

Dear Janet

We have not yet received from your station a notarized report of results of the December (or later) Lucky Strike survey of student smoking preferences and listening habits.

This survey report is urgently required immediately. We have been given a deadline of March 15th with the sponsor, and ask your cooperation in doing everything possible to help us meet it.

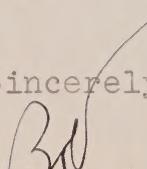
A report form is enclosed. If you submitted your various tally sheets to us for compilation, the report form is already filled in with the proper figures. If the form enclosed is blank, we assume you are doing your own tallying and will enter the proper figures.

Please process this survey report at once: make any necessary entries, sign the form, have it notarized, and rush it back to our New York Office by air mail. If you have any questions of any sort about this form or any entries we have made on it for you, please telephone us collect. Fast action is the keynote!

If for any reason you have not yet performed the survey on your campus, please have it done this week. Cut down on the sample size (but not below 75) to expedite matters, and get your report in the mail no later than the 13th.

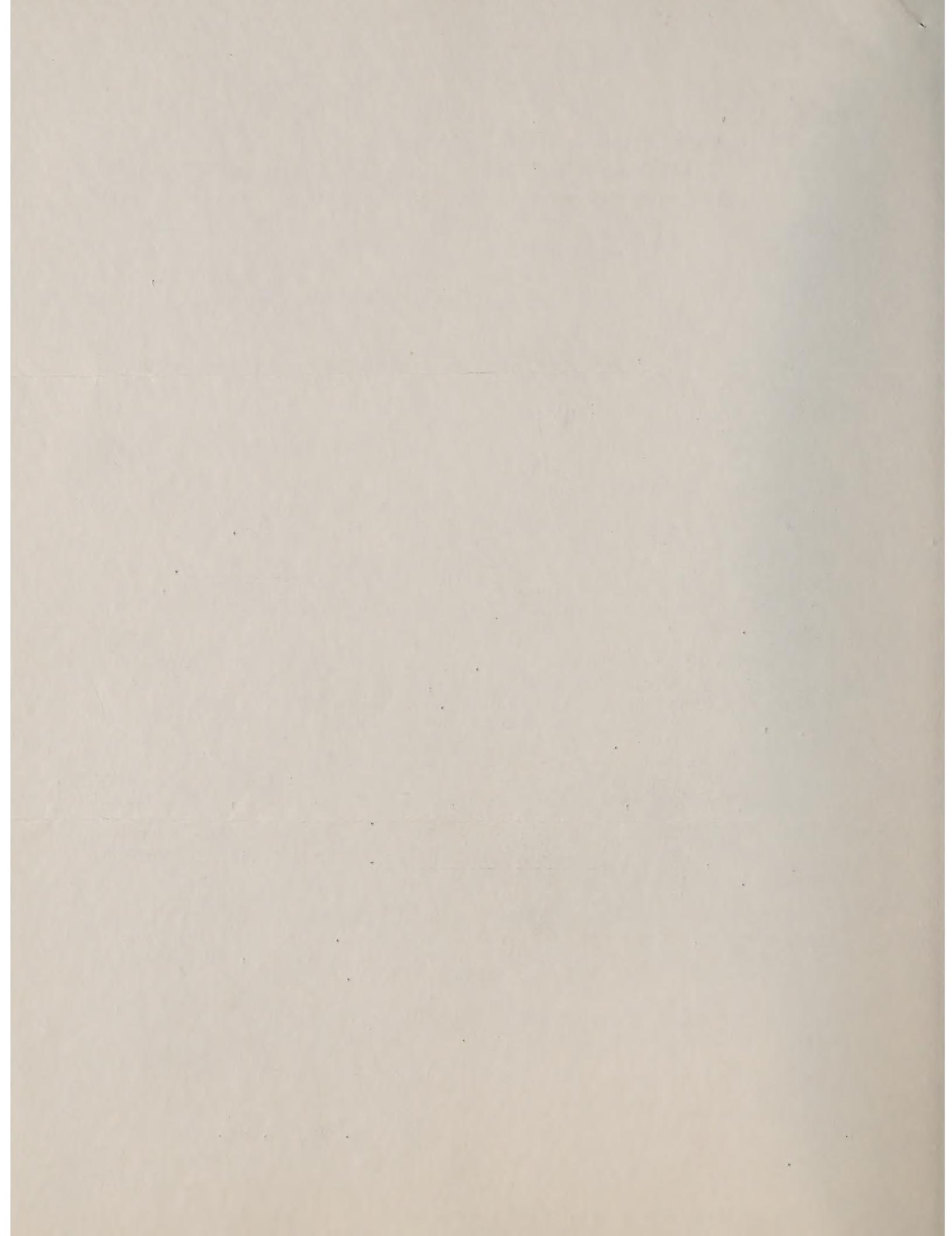
Our thanks to you in advance for the full cooperation we're sure you'll give in this matter.

Sincerely yours


Robert R. Vance, Jr.

COLLEGE RADIO CORPORATION

Enc.



1953 Luckies Fall Survey Report From the Smith Campus

Number of Students Interviewed _____ (_____ % of enrollment)

Date Interviews Performed _____, 1953.

Question 1 - What cigarette do you smoke?

Number of preferences expressed:

- Chesterfield (regular)
Chesterfield (king size)
Camel
Cavalier
Fatima
Kent
Kool
L & M
Lucky Strike
Pall Mall
Herbert Tareyton
Philip Morris (regular)
Philip Morris (king size)
Old Gold (regular)
Old Gold (king size)
Parliament
Raleigh
Regent
Viceroy
Non-smoker

Question 2 - How often do you listen to the Lucky Strike News or Sports show on _____ (station) _____?

- _____ Frequently (a)
_____ Seldom (b)
_____ Never (c)

Question 3 - How often do you listen to the Lucky Strike Music program
on _____ (station) ?

- _____ Frequently (d)
_____ Seldom (e)
_____ Never (f)

Question 4 - How would you rate the Lucky Strike shows on _____ (station)
as compared with others?

- _____ Better (x)
_____ As Good (y)
_____ Poorer (z)

surfaces. This is the first time that such large
amounts of energy have been released in such
a short time. The energy released is equivalent to
the energy of about 100 million tons of coal.
The energy released is equivalent to about
100 million tons of coal.

(b) 1960

On January 1, 1960, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(c) 1965

On January 1, 1965, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(d) 1970

On January 1, 1970, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(e) 1975

On January 1, 1975, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(f) 1980

On January 1, 1980, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(g) 1985

On January 1, 1985, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(h) 1990

On January 1, 1990, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

(i) 1995

On January 1, 1995, the total energy available
from all sources was 100 million tons of coal.
This is equivalent to about 100 million
tons of coal.

Question 5 - What cigarette did you smoke last year:

Cigarette smoked last year:

- _____ Chesterfield (regular)
- _____ Chesterfield (king size)
- _____ Camel
- _____ Cavalier
- _____ Fatima
- _____ Kent
- _____ Kool
- _____ L & M
- _____ Lucky Strike
- _____ Pall Mall
- _____ Herbert Tareyton
- _____ Philip Morris (regular)
- _____ Philip Morris (king size)
- _____ Old Gold (regular)
- _____ Old Gold (king size)
- _____ Parliament
- _____ Raleigh
- _____ Regent
- _____ Viceroy
- _____ Non-smoker

- _____
- _____
- _____
- _____
- _____

I certify that to the best of my knowledge and belief the foregoing is an accurate report of answers received from students during a random survey conducted on our campus.

Sworn to and subscribed before me this _____ day of _____, 1953,
in _____

Signed _____

(Title)

(Station)

(Campus)

Notary Public

